FOR IMMEDIATE RELEASE:
August 8, 2018

CONTACT:
Kate Blom-Lowery
kate@marketingdesigngroup.com
619.269.0948

SECO 2019 to Host Leading Annual Optometry
Conference in New Orleans

New weekend continuing education
hours and flexible registration pricing to suit the industry’s needs

ATLANTA, GA — August 8, 2018 — SECO International is pleased to announce that SECO, the world’s leading annual conference providing the optometry industry outstanding educational opportunities since 1924, is set to stage February 20–24, 2019, at the New Orleans Ernest Morial Convention Center. This move marks the first time SECO will be held outside of Atlanta since 1957.

SECO has viewed this move to New Orleans as an opportunity to recraft its offerings to ensure that the event is serving the needs of the optometry community. Enhanced continuing education will offer attendees an expanded range of topics that will improve procedures for treating patients and running a successful practice. Attendees will benefit from more continuing education hours each day of the show, with the opportunity to earn more than 50 hours total over the duration of the event. New Saturday and Sunday sessions will allow attendees to earn their annual required continuing education hours at one conference—meaning less time away from their practice.

SECO is pleased to announce new registration packages designed to fit any budget. Now attendees will have the luxury of customizing their conference experience. Packages include optometrist, allied health professionals, faculty, students and even group discounts. These new flexible options will allow attendees the opportunity to invest in their career and attend in a pricing structure that suits their needs. For more information, visit attendseco.com.

“A fresh new location has given us the impetus to reimagine the event strategy to ensure the show is providing the optometry community with the most up-to-date sessions that will highlight emerging protocols and provide them with business tips necessary for practice success,” said Emilio Balius, O.D, President of SECO International, LLC. “New Orleans, like SECO, enjoys a history of stories, celebrations and one-of-a-kind culture. The newly remodeled state of the art convention center and colorful city flare will be an outstanding host during our four days of education, networking events and must-attend show floor.”

The exhibit hall will showcase the latest products and services from 250 of optometry’s most
innovative companies, and networking events will guarantee both attendees and exhibitors an opportunity to build new relationships while strengthening existing ones. Additionally, a new line-up of dynamic, thought-provoking keynote speakers will share their unique perspectives, keys to success and a State of the Industry overview. The full roster of speakers, in-depth business courses and compelling show floor learning to be announced soon.

Attendees will have the chance to not only take in show enhancements but will also enjoy New Orleans’ vibrant nightlife, rich culture and food scene. Conference-goers can explore Bourbon Street's live music clubs, famed French Quarter and famous cemeteries, visit the Backstreet Cultural Museum, or visit the National World War II Museum. The SECO team is available to answer any questions regarding new show features, as well as registering or exhibiting at the event. For exhibiting inquiries, suppliers are encouraged to contact Carol Young, senior director of business development, at cyoung@secostaff.com. Attendees can contact Elizabeth Taylor DeMayo, executive director, at executivedirector@secostaff.com or 770-451-8206. For questions about the move, please visit the list of frequently asked questions at secointernational.com/nola-faq.

Attend SECO to learn from experts, draw from their experience and see new technologies, treatments, strategies and innovations trending in 2019. Registration opens October 1, 2018.

###

**About SECO International**

The annual SECO meeting is produced by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. A nonprofit association founded in 1923, SECO boasts an approximate global membership of 25,000. The annual SECO Congress regularly attracts more than 6,000 national and international eye care professionals, vendors, and allied ophthalmic personnel. SECO International is widely acknowledged as the largest optometric educational meeting in the world.